

CLAIMS

What is claimed is:

- 1 1. A method of processing a data string in a web page, comprising:
 - 2 (a) mapping the data strings to a fixed-length string;
 - 3 (b) replacing the data string in the web page with the fixed-length
 - 4 string; and
 - 5 (c) transmitting the page with said fixed-length string.

- 1 2. The method of claim 1 wherein the method is performed on a web server which provides said web page.

- 1 3. The method of claim 1 wherein said method is performed on an intermediate server which receives said web page from a web content server.

- 1 4. The method of claim 1 wherein said fixed-length string includes a unique identifier associating said string with said web page.

- 1 5. The method of claim 1 wherein said web page has a unique page ID.

- 1 6. The method of claim 1 wherein said step (a) comprises generating a random identifier for said data string and creating a table associating said

3 random identifier with said data string.

1 7. The method of claim 1 wherein said data string comprises at least
2 one universal resource locator.

1 8. The method of claim 1 wherein said data string comprises meta-
2 data.

1 9. The method of claim 1 wherein said data string comprises a plurality
2 of universal resource locators, each said universal resource locator being
3 mapped into a table uniquely associated with said web page, each said
4 universal resource locator having a unique identifier.

1 10. The method of claim 1 wherein said step (b) comprises generating
2 a new web page wherein said data string is replaced with said fixed-length
3 string.

1 11. The method of claim 10 wherein said data string comprises a
2 plurality of universal resource locators, and each said universal resource
3 locator is replaced with a fixed-length string.

1 12. A method of converting meta-data in a web page to a fixed-length
2 string, comprising:

3 (a) converting a string of meta-data to a random fixed-length
4 data string;
5 (b) associating the string of meta-data with the fixed-length data
6 string;
7 (c) replacing the string of meta-data in the web page with the
8 fixed-length data string.

1 13. The method of claim 12 further including the step of:
2 (d) transmitting the web page.

1 14. The method of claim 12 wherein said step (a) comprises mapping
2 said meta-data to a fixed-length string uniquely associated with said web
3 page.

1 15. The method of claim 12 wherein said step (a) comprises performing
2 a fixed-length hash on said data, uniquely identifying said web page, and
3 combining said unique identifier for said web page with said fixed-length
4 hash.

1 16. The method of claim 12 wherein said step (a) comprises performing
2 a reversible hash on said string of meta-data and associating a key with
3 said web page.

1 17. A method of processing a web page, including a string of meta-data
2 transmitted on a network, comprising:

- 3 (a) converting a string of meta-data to a fixed-length string;
4 (b) mapping the string of meta-data to the fixed-length string; and
5 (c) transmitting the fixed-length string in place of the string of
6 meta-data.

1 18. The method of claim 17 wherein said fixed-length string includes a
2 unique identifier associating said fixed-length string with said web page.

1 19. The method of claim 17 wherein said web page is provided with a
2 unique ID.

1 20. The method of claim 17 wherein said step (a) comprises generating
2 a random identifier for said fixed-length string and creating a table
3 associating said random identifier with said fixed-length string.

1 21. The method of claim 17 wherein said string of meta-data comprises
2 at least one universal resource locator.

1 22. The method of claim 17 wherein said step (b) comprises generating
2 a new web page wherein said meta-data string is replaced with said fixed-
3 length string.

1 23. The method of claim 17 wherein said step (a) comprises performing
2 a fixed-length hash on said meta-data, uniquely identifying said web page,
3 and combining said unique identifier for said web page with said fixed-
4 length hash.

1 24. A method of processing a page with fixed-length mapped strings,
2 comprising:

- 3 (a) identifying said web page by reference to a unique web page
4 identifier;
5 (b) interpreting at least one fixed-length string of data
6 corresponding to meta-data associated with said fixed-length string; and
7 (b) processing said meta-data.